BTEC Assignment Brief

Qualification	Pearson BTEC Level 3 International Subsidiary Diploma in Travel and Tourism Pearson BTEC Level 3 International Foundation Diploma in Travel and Tourism Pearson BTEC Level 3 International Diploma in Travel and Tourism Pearson BTEC Level 3 International Extended Diploma in Travel and Tourism
Unit number and title	**Unit 14: The Cruise Industry**
Learning aim	A: Examine the development of the cruise industry and associated employment opportunities
Assignment title	Assignment 1 –Today's Cruise Industry
Assessor	
Issue date	
Hand in deadline	

Vocational Scenario or Context	You have secured an apprenticeship at a local independent travel agency specialising in cruise holidays. You will be working initially for the Deputy Manager whose aim is to stimulate interest in cruising within the local community.
Task 1	The Deputy Manager requires you to write an article for the leisure section of your local newspaper, entitled 'The Evolving Cruise Industry and Employment Opportunities'. This is a very good opportunity for the agency to get some free publicity and to raise awareness of the cruise industry, so high quality written work is expected of you. You've been asked to include the following information in your article: a) Explain and analyse the changes in the cruise industry from the 1970s to the present day: ● Draw upon appropriate reasons to support a view on the changes, explaining the important factors that have influenced its growth and development and the key features of the industry at present ● Consider the interrelationships between key factors that have influenced its growth and development b) Explain and analyse the different employment opportunities in the cruise industry: ● Include reference to the origins and functions of on-board and on-shore employment and consider the two different working environments ● Provide an in-depth consideration of the advantages and disadvantages of at least

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	one on-board and one on-shore role and the differences between them, including the opportunities for progression c) Make evaluative judgements showing valid, contextualised links between the development, growth, current features and employment opportunities in today's cruise industry.
Checklist of evidence required	Newspaper article

Criteria covered by this task:	
Unit/Criteria reference	To achieve the criteria you must show that you are able to:
A.P1	Explain the development and growth of the cruise industry.
A.P2	Explain different employment opportunities in the cruise industry.
A.M1	Analyse the development and growth of the cruise industry, including different employment opportunities available.
A.D1	Evaluate the development and growth of the cruise industry, including different employment opportunities available.

Sources of information to support you with this Assignment	**Textbooks** Dale, G. (2010) *BTEC Level 3 National Travel and Tourism Student Book 2,* Pearson, 978 1846907284 Miller, W. H (2019). *Sailing to the Sun: Cruising History and Evolution*, Fonthill Media, 9781781557037 **Websites e.g.** https://www.royalcareersatsea.com/ Royal Caribbean Careers https://pocruisescareers.co.uk/ P and O Cruises Careers https://www.silversea.com/about-silversea/careers.html Silversea Careers https://www.ncl.com/uk/en/about/careers/overview Norwegian Cruise Line careers
Other assessment materials attached to this Assignment Brief	N/A